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PTO/SB/81 (02-01)

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**POWER OF ATTORNEY OR
AUTHORIZATION OF AGENT**



Application Number	09/606,683; 09/608,135; 09/608,136; and 60/323,798
Filing Date	See attached Schedule A
First Named Inventor	See attached Schedule A
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	36711/201437

I hereby appoint:

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as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the Patent and Trademark Office connected therewith.

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I am the:

☐ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.71.

Certificate under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name	Hitwise Pty. Ltd.
Signature	
Date	19 / 8 / 02

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

☒ *Total of 1 forms are submitted.

Burden Hour Statement: This form is estimated to take 3 minutes to complete. Time will vary depending upon the needs of the individual case. Any Comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

Schedule A

U.S. PATENT APPLICATION SERIAL NO.	FILING DATE	TITLE	INVENTORS
09/606,683	June 30, 2000	Method and System for Classifying Information Available on a Computer Network	Jan-Dieter Spalink Brian R.D. Gullette Andrew Hatchell Randall C. Nortman Kevin Babyak Michael Babyak
09/608,135	June 30, 2000	Method and System for Monitoring Online Computer Network Behavior and Creating Online Behavior Profiles	Jan-Dieter Spalink Brian R.D. Gullette Andrew Hatchell Randall C. Nortman
09/608,136	June 30, 2000	Method and System for Monitoring Online Behavior at a Remote Site and Creating Online Behavior Profiles	Jan-Dieter Spalink Brian R.D. Gullette Andrew Hatchell Randall C. Nortman
60/323,798	September 20, 2001	Method and System for Characterization of Online Behavior	Maureen Mendick Tarquini Michael Chad Robertson Robert Asheville Sandefur, Jr.



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assistant Commissioner for Patents
Washington, D.C. 20231

**POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST
(REVOCATION OF PRIOR POWERS)**

As assignee of record of the entire interest of the pending United States patent applications and issued United States patents listed on the attached Exhibit A, all powers of attorney previously given are hereby revoked and the following attorney(s) and/or agent(s) are hereby appointed to prosecute and transact all business in the Patent and Trademark Office connected therewith.

NEW POWER OF ATTORNEY

The following attorney(s) and/or agent(s) are hereby appointed to prosecute and transact all business in the Patent and Trademark Office connected therewith.

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Patricia A. Limbach (50,295)

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STATEMENT UNDER 37 CFR 3.73(b)

In accordance with 37 CFR 3.73, I have reviewed the evidentiary documents establishing my/our ownership of the applications and issued patents identified herein, and certify that to the best of my/our knowledge and belief, title is with me/us who seek to take action.

I hereby declare further that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date

Oct 15, 2002 *John*

By:

Robert L. Whitson

Robert L. Whitson
Vice President
Bend Industries, Inc.
2200 South Main
West Bend, WI 53095

EXHIBIT A

Patentee: Whitson, Robert L.
 Patent No.: 6,295,772
 Reel/Frame: 010074/0124
 For: Modular Masonry Step and Deck Assembly

Assignee: Bend Industries, Inc.
 Issued: 02 October 2001
 Recorded: 01 July 1999
 Atty Docket No.: 9487.17893

Applicant: Whitson, Robert L.
 Serial No.: 09/940,562
 Reel/Frame: 012181/0524
 For: Interlocking Masonry Wall Block

Assignee: Bend Industries, Inc.
 Filed: 28 August 2001
 Recorded: 28 August 2001
 Atty Docket No.: 9487.17896-CIP

Patentee: Whitson, Robert L.
 Patent No.: D433,157
 Reel/Frame: 010367/0689
 For: Masonry Wall Cap Block

Assignee: Bend Industries, Inc.
 Issued: 31 October 2000
 Recorded: 11 August 1999
 Atty Docket No.: 9487.17897-DES

Applicant: Whitson, Robert L.
 Serial No.: 09/928,125
 Reel/Frame: 012533/0836
 For: Interlocking Masonry Wall Block

Assignee: Bend Industries, Inc.
 Filed: 10 August 2001
 Recorded: 10 August 2001
 Atty Docket No.: 9487.17896

Applicant: Whitson, Robert L.
 Patent No.: 6,286,251
 Reel/Frame: 9776,0210
 For: Interlocking Composite Masonry Edging or Stepping Block

Assignee: Bend Industries, Inc.
 Issued: 11 September 2001
 Recorded: 23 December 1998
 Atty Docket No.: 9487.17895-CON CIP

Applicant: Whitson, Robert L.
 Patent No.: D416,093
 Reel/Frame: 010016/0079
 For: Decorative Edging Block

Assignee: Bend Industries, Inc.
 Issued: 02 November 1999
 Recorded: 11 June 1999
 Atty Docket No.: 9487.17895-DES

Applicant: Whitson, Robert L.
 Serial No.: 09/896,623
 Reel/Frame: 012453/0116
 For: Interlocking Composite Masonry Edging or Stepping Block

Assignee: Bend Industries, Inc.
 Filed: 29 June 2001
 Recorded: 10 January 2002
 Atty Docket No.: 9487.17895-CON

Patentee: Whitson, Robert L.
 Patent No.: D448,860
 Reel/Frame: 011661/0712
 For: Decorative Edging Block

Assignee: Bend Industries, Inc.
 Issued: 02 October 2001
 Recorded: 22 December 2000
 Atty Docket No.: 9487.17899-DES

Patentee: Whitson, Robert L.
 Patent No.: D439,676
 Reel/Frame: 010812/0758
 For: Decorative Edging and Stepping Block

Assignee: Bend Industries, Inc.
 Issued: 27 March 2001
 Recorded: 24 May 2000
 Atty Docket No.: 9487.17898-DES